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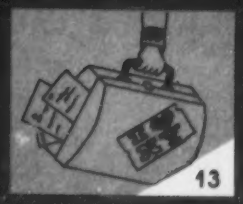

- Teleprompter packs it in in New York City
- NCTA board compromises on compromise
- WTBS survey says it's number one
- Big push for addressability

CableVision™

The news and features weekly of the cable television industry

December 14, 1981

Western Show breaks records

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Cover story

The 1981 Western Show, bigger, maybe better, than ever, brought the expected round of major and minor announcements from suppliers to the cable television industry as well as a full slate of speakers and seminars. The Western Show also brought out of the woodwork the largest retinue of cable personnel and afficianados ever to descend on its Anaheim stomping grounds. Our convention coverage begins in "Leading the week," on page 13 and continues in this week's cover story on pages 27 through 39.

Transponder tug-of-war

A one-ring circus develops away from the Western Show over who has the final availabilities on Hughes' Galaxy I and SPCC's Spacenet I satellites. This cast of players includes ABC, NBC, SIN and Cox. **Page 24.**

Packing up

Teleprompter withdraws its bids for New York's Brooklyn and Queens borough franchises. **Page 13.**

Doing it their way

SBS reveals success of a three-month test to prove that "alternatives exist to the constraints of telephone facilities for the local loop in major metropolitan areas." **Page 44.**

Power politics

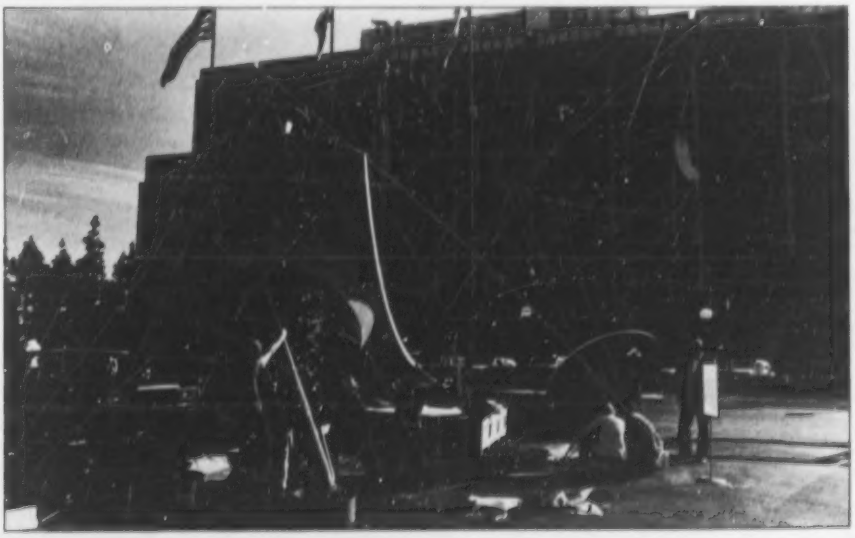
The Prince George's County (Maryland) Council has upheld its controversial franchise awards, overriding a veto attempt by the county executive. **Page 61.**

'Supercable'

In an attempt to revitalize itself, WNYC, New York City's municipal public television station, embarks on a new road, with cable as the guiding light. **Page 65.**

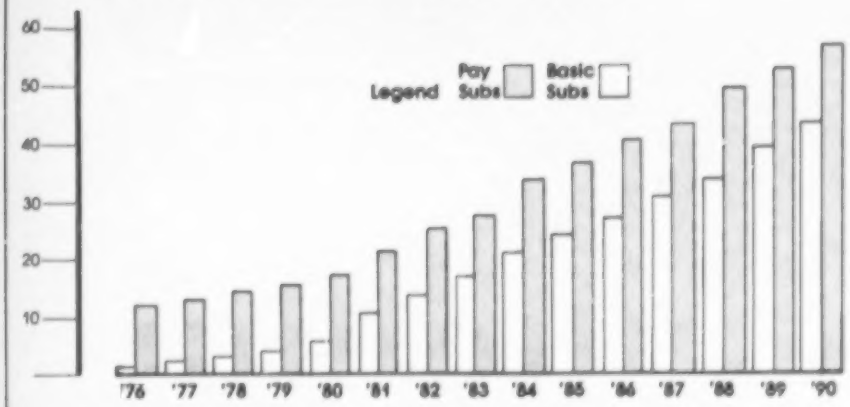
Greener pastures

Roger Baer of Arthur Anderson & Company describes the role Incentive Stock Options can play in helping to retain and attract key executives. **Page 49.**



Cable stats

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,812,000	61	43,596,000	46
1989	53,882,000	58	39,018,000	42
1988	49,194,000	54	34,618,000	38
1987	45,543,000	51	31,255,000	35
1986	41,148,000	47	27,016,000	32
1985	37,763,000	44	24,889,000	29
1984	34,502,000	41	21,038,000	25
1983	29,700,000	36	17,150,000	22
1982	25,888,000	32	14,562,000	18
1981	22,204,000	28	11,102,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1981-1990 are projections

Film product comparison

Film	Networks					Distributor
A Change of Seasons	HBO*					20th Century-Fox
An Enemy of the People			(TMC)		C*	Warner Bros.
Adam's Rib	HBO	ST				MGM
Advance to the Rear		ST			(C)	MGM
Airplane	(HBO)	(ST)	TMC*	HTN*		Paramount
Alfred the Great					C*	MGM
All That Jazz	HBO	(ST)	TMC			20th Century-Fox
American Gigolo	(HBO)		TMC			Paramount
Animalympics		(ST)	TMC			Film Gallery
Apocalypse Now	HBO					UA
Ask Any Girl		(ST)			C	MGM
Avanti!			TMC*			UA
Bear Island	HBO*					Selkirk
Becket		ST				Video Commun.s
Being There	(HBO)	ST	TMC*	HTN*		Lorimar
Bhowani Junction		(ST)			C*	MGM
The Bitch		ST*				Brent Walker
Black Beauty					C*	Alan Enterprises
The Black Stallion	HBO	ST	TMC	HTN*		UA
Blood and Guts		ST				Viacom
The Blue Lagoon	HBO*	ST*	TMC*			Columbia
The Blues Brothers	(HBO)	(ST)	TMC			Universal
Bon Voyage; Charlie Brown	(HBO)	ST*	TMC	HTN*		Paramount
Breaking Glass	HBO					Paramount
Brubaker	(HBO)	(ST)	TMC			20th Century-Fox
Bruce Lee's Deadly Kung Fu		ST*				21st Century
The Bushido Blade	HBO*					Trident
Caddyshack	(HBO)	(ST)	TMC*			Warner Brothers
Cardiac Arrest			TMC			Film Ventures
The Cat From Outer Space	(HBO)	ST	(TMC)			Disney/Buena Vista
Catherine and Company		(ST)			C	Film Gallery
Chapter Two	(HBO)		TMC	(HTN)		Columbia
The China Syndrome	HBO	(ST)				Columbia
The Chinese Connection		(ST)	TMC			Graff
Christmas Mountain		ST				CMA
The Christmas That Almost Wasn't	HBO					Cinefel
Cloud Dancer			TMC			Viacom
The Club			TMC			Cinaco
Coal Miner's Daughter	(HBO)	(ST)	TMC*	(HTN)		Universal
Coast to Coast	(HBO)		(TMC)	HTN*		Paramount
Deadman's Float		ST*				Safari
Die Laughing					C	Warner Bros.
Doctor Zhivago			TMC			MGM
Don't Go in the House			TMC			Film Ventures
The Dot and the Kangaroo			(TMC)		C	Safari
The Dot and Santa Claus			TMC			Safari
Dressed To Kill			TMC		C*	Filmways
Elf					C*	Corinth
The Electric Horseman	(HBO)	ST	TMC			Columbia
Elvis				HTN*		Worldvision
Fame	(HBO)	(ST)	TMC*			MGM
Fatso	HBO*		(TMC)			20th Century-Fox
Fear No Evil		ST				Avco Embassy
The Fifth Floor		ST*				Film Ventures
The Final Countdown	(HBO)			HTN		UA
The First Family			TMC			Warner Bros.
Fists of Fury		ST*				Graff
Forbidden Planet		ST*			C	MGM
The Formula	HBO	ST	TMC			MGM
The Fox					C	Warner Bros.
Foxes		(ST)			C*	UA
From the Life of the Marionettes	HBO					ITC
The Gathering		ST		HTN	C	Worldvision
The Getting of Wisdom			TMC		(C)	Film Gallery
Gilda, Live			(TMC)		C*	Warner Bros.
The Glass Bottom Boat		ST				MGM
Gloria	(HBO)	ST*	(TMC)	(HTN)		Columbia
The Godsend			TMC			Cannon
Going in Style	(HBO)				C	Warner Bros.
Grasshopper					C	Warner Bros.
Hail to the Chief			TMC			Fred Levinson
Hangar 18	HBO*	ST*	(TMC)	(HTN)	(C)	Worldvision
Hardcore	HBO*					Columbia
The Hardway					C	ITC
Hawk the Slayer					C	ITC
Headin' for Broadway	HBO*					20th Century-Fox
The Heist			TMC			Gold Key
Hollywood High		ST*				Film Gallery
Hopscotch	(HBO)		TMC*		(C)	Viacom
Hot Lead and Cold Feet		ST*				Disney/Buena Vista
Hotel Paradise					C	MGM
How To Beat the High Cost of Living		ST*	(TMC)		C*	Filmways
1941	HBO*	(ST)		HTN*		Universal
In God We Trust	HBO*		(TMC)			Universal
The In-Laws	(HBO)					Warner Bros.
Inside Moves	HBO		TMC			AFD
Jailhouse Rock		(ST)			C*	MGM
Jesus	HBO		TMC	HTN		Warner Bros.
Julius Ceasar		ST				MGM
Just Tell Me What You Want	(HBO)		(TMC)		C*	Warner Bros.
Kramer vs. Kramer	HBO	ST	TMC	HTN		Columbia
The Lady Vanishes					C	Rank
The Last Married Couple in America	HBO*					Universal
Last Tango in Paris		(ST)			C	UA
Let It Be			(TMC)		C	UA
The Lion in Winter					C	Avco Embassy
The Little Dragons		ST*				SMA
Little Miss Marker	HBO	ST		(HTN)		Universal
The Long Riders	HBO*	(ST)	TMC*			UA
The Longest Yard		ST*	(TMC)			Paramount
Love and Death			(TMC)		C	UA
March of the Wooden Soldiers					C	Prime TV Films
Manhattan					C	UA
The Marriage of Maria Braun			TMC*			Film Gallery
Meteor					C*	HBO
The Mirror Crack'd	HBO*					EMI
The Money Trap		ST*				MGM
Mulefeathers		ST*				Gold Key
My Bodyguard		ST	TMC*	(HTN)	(C)	20th Century-Fox
Newsfront					C	New South Wales Film
No Nukes			TMC		C	MUSE Inc.
The Nude Bomb	HBO			(HTN)		Universal

Cable stats

Film	Networks					Distributor
Nutcracker Fantasy		ST				Sanrio
The Octagon	HBO					ACR
Oh, God! Book II	(HBO)	(ST)	TMC*	(HTN)		Warner Bros.
Ordinary People	(HBO)	ST*	TMC*			Paramount
The Outsider	HBO					Paramount
Pain In the A--					C	Castle Hill
Penelope		ST				MGM
Pete's Dragon	HBO*					Disney/Buena Vista
Private Benjamin	(HBO)	(ST)	TMC*			Warner Bros.
Quo Vadis		ST			C	MGM
Rascal Dazzle		(ST)			C	Castle Hill
Resurrection		ST	(TMC)	(HTN)	(C)	Universal
Richard Pryor In Concert	HBO					HBO
Roller Boogie	HBO*				(C)	Compass Int'l
The Rose	HBO	(ST)				20th Century-Fox
Rough Cut	(HBO)	ST*		HTN*		Paramount
Scavenger Hunt		ST	(TMC)	HTN*	C	20th Century-Fox
Second Wind			TMC			Electric Picutures Company
The Shining	(HBO)	(ST)	TMC*			Warner Bros.
Silent Scream	(HBO)				C	Telepictures
Singin' in the Rain		ST*			C	MGM
The Sleeping Car Murder					C	Warner Bros.
Smokey and the Bandit II	(HBO)		TMC	(HTN)		Universal
Snowbun Express	HBO		TMC			Disney/Buena Vista
Somebody Up There Likes Me		ST*			C	MGM
Son of Monte Cristo					C*	Alan Enterprises
The Spiral Staircase					C	Warner Bros.
Star Trek: The Motion Picture		(ST)	TMC	HTN		Paramount
Stardust Memories			TMC*		(C)	UA
Starting Over			TMC*			Paramount
Steel				(HTN)	C	World National
The Stunt Man			TMC*		(C)	Viacom
Sunday Lovers	HBO*		(TMC)			MGM
Superman The Movie	HBO	(ST)	(TMC)	HTN*		Warner Bros.
Swept Away					C*	Cinema 5
Tarka the Otter				HTN		Rank
10	HBO					Warner Bros.
Three Warriors	HBO*				(C)	Zaentz
Thise Lips, Those Eyes					C	UA
Time After Time		(ST)		(HTN)	C*	Warner Bos.
Tom Sawyer					C*	UA
Touched By Love	(HBO)	ST	(TMC)	HTN		Columbia
Trilogy		ST				Viacom
Tuck Everlasting		(ST)	TMC*		(C)	N. Babbitt
Tunnelvision			TMC		(C)	K Pay
Urban Cowboy	(HBO)	(ST)	TMC	(HTN)		Paramount
The Water Babies	HBO	(ST)	(TMC)			SMA
Why Would I Lie?		ST		(HTN)		MGM
Wild Babies	HBO					Stouffer
Wise Blood		(ST)			C*	New Line Cinema
Woodstock			TMC*		C*	Warner Bros.
The Working Girls		ST				Swank
The World's Greatest Athlete			TMC			Disney/Buena Vista
Xanadu	HBO		TMC*	(HTN)		Universal
Young and Free		ST*			(C)*	Manson
The Young Pioneers Christmas			TMC			ABC Pictures
Zero to Sixty		ST	TMC		C*	Samuel Goldwyn

■ **Cable Network Legend**

HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network
C—Cinemax

■ Networks in parentheses indicate carriage in July, August, September, October and/or November.

■ An asterisk following a network indicates the film is a carry-over from July, August, September, October and/or November.

■ In total, 170 films appear on the December schedules of HBO, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles during the last six months (July-December, 1981), one title (Hangar 18) has appeared on all five networks, 14 titles have appeared on four networks, 30 on three networks, and 46 on two networks. Seventy-nine films are unduplicated.

■ MGM and Warner Brothers tie as the motion picture distributors with the most titles featured this month, at 20 apiece. United Artists follows with 13 films, with Paramount at 12 titles, and Universal at 10.

■ 1979's Academy Award-winning Best Picture, Kramer vs. Kramer is featured on the December program guides of HBO and Showtime. Touched By Love, the sleeper film starring Deborah Rafkin, graces Home Theater Network's bimonthly guide (November-December). And in honor of the season, the HBO/Cinemax guide lists movies in a season's greetings card display, while The Movie Channel groups it's program guides of 1981 under the yuletide tree.

NYC cable TV proposals

Company/borough	Channels	Monthly rates	Installation fee	Local Programming Proposals
ATC/Queens	10		$56.00	10 channels, 17 studios, 10 mobile vans, $50,000 for minority access channel development.
	26*	$6.95	19.95	
	46*	12.95	19.95	
	49*	16.95	19.95	
Cablevision Systems/Brooklyn and the Bronx	53*	4.50		8 channels, 5 studios, 5 vans, no direct financial contributions.
	73*	10.50	40.00	
Cox Cable/Staten Island	16*		49.95	26 channels, 3 studios, 3 vans, $200,000 per year for local programs.
	66*	4.95	29.95	
	77*	7.95	19.95	
Inner City Unity/Queens	28			42 channels, 14 studios, 22 vans, no direct financial contributions.
	52	2.95	15.00	
	80*	5.95	15.00	
	88*	8.95	15.00	
Teleprompter/Brooklyn**	12		45.00	19 channels, 9 studios, 12 vans, $1 million per year for local program foundations.
	48*	4.95	24.95	
	71*	10.75	24.95	
	79*	14.95	24.95	
Warner Amex Cable Communications/Brooklyn Queens and Staten Island	34*	9.95	14.95	16 channels, 3-9 studios, 3-10 vans, $3 per sub per year to local program organization.
	52*	14.50	14.95	
	67*	15.50	24.95	
Vision Cable/Staten Island	30	3.95	15.00	11-22 channels, 3 studios, 2 vans, percentages of gross revenues for non-profit local group.
	52*	7.95	25.00	
	80*	8.95	25.00	

*More services available for additional fee.
**See "Leading the week."
Source: New York Times (11/22/81).